

**AMENDMENTS TO THE CLAIMS:**

1. (Previously Presented) A method for promoting use of a software product having an adaptation module, the method comprising the steps of:
  - providing sample data of a person from a data storage device;
  - accessing, by the adaptation module, the sample data associated with the person;
  - determining whether the software product is an automatic speech recognition (ASR) product and transcribing a verbal sample of data from the sample data based on the determination; and
  - configuring the software product to adapt to the person by utilizing the adaptation module and the sample data.
2. (Previously Presented) The method according to claim 1, further comprising the step of providing the software product to the person.
3. (Previously Presented) The method according to claim 1, wherein the sample data is stored in the data storage device prior to adapting the software product.
4. (Previously Presented) The method according to claim 2, further comprising the step of selecting the person from a person database for storing data associated with the person, the associated data including the sample data associated with the person.
5. (Previously Presented) The method according to claim 1, further comprising the step of selecting a product to be promoted from a plurality of products ~~is~~-available for promotion stored

in a database.

6. (Previously Presented) The method according to claim 1, further comprising the steps of:  
accessing a person database storing data associated with at least one person, wherein the person database stores accessing data associated with the at least one person, the accessing data providing instructions for accessing the sample data;

selecting a person from the person database;

retrieving accessing data associated with the selected person; and

accessing the sample data based on the retrieved accessing data.

7. (Original) The method according to claim 4, further comprising the steps of:

tracking use of the adapted product by the selected person; and

storing data in the person database as tracking data associated with the selected

person.

8. (Original) The method according to claim 7, further comprising the steps of:

obtaining feedback data from the selected person regarding the selected person's satisfaction with the product; and

storing the feedback data in the person database in association with the selected person.

9. (Original) The method according to claim 8, further comprising the steps of:

incorporating the tracking data and the feedback data associated with the selected person into an advertisement; and

advertising the product.

10. (Original) The method according to claim 4, further comprising the steps of:
  - scanning publicly available material for finding a name of a person not entered in the person database and data associated with a person having an entry in the person database;
  - updating the person database by adding a found name of a person not entered in the person database; and
  - updating the person database by adding data associated with a person having associated data stored in the database.
11. (Previously Presented) A system for promoting the use of a software product having an adaptation module, the system comprising:
  - a person database for storing data associated with at least one person including accessing data providing instructions for accessing sample data associated with the at least one person; and
  - a server for accessing data associated with a person selected for promoting the product from the at least one person and determining whether the selected product is an automatic speech recognition (ASR) product, wherein the server uses the accessing data to access the sample data for the selected person and uses the sample data to adapt the product to the selected person utilizing the adaptation module of the product.
12. (Original) The system according to claim 11, wherein the simple data is stored the person database in association with the selected person.

13. (Original) The system according to claim 11, wherein the server accesses a product database storing product data associated with at least one product, wherein for each product of the at least one product the product data includes instructions for using the product and adapting the product to a user, and wherein the server retrieves the product data associated with a product selected for promotion and uses the instructions included in the associated product data to adapt the selected product to the person.

14. (Original) The system according to claim 13, wherein the server further comprises a user interface for allowing an operator of the server to select at least one of a product for promotion and a person for promoting the selected product.

15. (Original) The system according to claim 11, wherein the data associated with the at least one person further includes contact data including information for one of providing data to the at least one person and providing the at least one person with access to data, and wherein the server uses the contact information for making the adapted product available to the at least one person.

16. (Original) The system according to claim 11, wherein the accessing data further includes recording instrumentation data for providing instructions to one of a device and an operator of a device for recording the sample data, and wherein the server uses the recording instrumentation data for providing instructions to one of a device and an operator of a device for recording the sample data.

17. (Original) The system according to claim 11, wherein the data associated with at

least one person further includes associated persons data including accessing data for accessing sample data associated with at least one associated person, wherein the server uses the sample data associated with the at least one associated person to adapt the product to the at least one associated person.

18. (Original) The system according to claim 11, further comprising a person database update module, wherein the update module scans publicly available material for: finding a name of a person not entered in the person database and enters the found name in the person database; and for finding data associated with a person already having associated data stored in the person database and adds the found data to the data associated with the person already having associated data stored in the person database.

19. (New) A method for promoting the use of an automatic recognition software product including an automatic speech recognition (ASR) product, the method comprising:

- selecting a person from a database by utilizing a predetermined selection criteria;
- adapting the ASR product utilizing sample data for the selected person;
- tracking the person's ASR usage;
- providing the ASR product to the person, prior to the adapting, for at least one of the person's approval and use;
- negotiating an endorsement agreement with the endorser if the person is satisfied with the software product; and
- promoting the endorser's use of the software product using information collected about the person.